



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

**Master of Project
Management**

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Course Code

(PMG510)

Project Risk Management

Instructions:

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Saudi Telecom Company

Saudi Telecom Company (STC) is the leading provider of telecommunications services in the Kingdom of Saudi Arabia and it is among the largest operators in the Middle East. The company provides mobile and fixed telephone services, along with internet, and other data services, to residential and business customers. The company generates majority of sales in its home country, Kingdom of Saudi Arabia. The annual revenue in 2019 \$14.50 billion USD, that shows how strong the company is among the competitors. STC is seen the back bone of communication in Saudi Arabia. I see the risk of losing customers shows last quarter of 2020 my point of view most people have 2 individual Sim-card for different company using one for international calls for labor worker foreigners have little income, and other for locals call. That shows the range of estimated prices that let the customer find out of alternative provider for his need rather for international calls or for the internet. There are many telecommunication companies provide services and call and deals by giving a phone or two to his family in monthly plan, and few sim cards to provide to your children that shows a strong desire to choose STC to fill your need. The only risk recently have is bothering the customer by customer services they are scheduling calls to upgrade your plan even if you answering one of them before they keep calling just for practicing their job that shows a lack of monitoring their employees. Therefore the customer sometimes annoying by many calls that sometimes losing customer at seek of calling to upgrading the plan. I am one of the customer after keeping bothering me I choose a different provider cost is lower price, but not strong as STC specially on highway if I am traveling between cities. I choose to come back to STC, because it is the strong telecommunication in the Kingdom of Saudi Arabia, so here is a risk of and the type will be a mandatory risk which is keeping call until you upgrade your plan or give you a deal of unlimited data in the internet then you found out its only valid for 6 month. The impact of losing customer it will show in the chart on the report this year, because I predicate the people are shifting to other provider depend on their need if needing internet or international calls. The strategy I suggest to STC is to provide a desk and shift their customer service to the field and give information to the new customer by all language in all airport to attract the foreigner when they working in Saudi Arabia and provide a day or two of the week

with minimum cost if they want to call, because some of them old generation and labor they come here to provide to their family a good stander of living specially if live outside the city in their hometown such as villagers I have many friend they cannot using internet most of the uneducated it's a great number of 3rd world class need a lower rate of cost.